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Even though you inhale NO WORRY ABOUT THROAT IRRITATION—

JOINING up with PHILIP MORRIS is a big step ahead! No worry about throat irritation . . . *even when you inhale!* Doctors who compared the leading popular brands discovered:

IRRITATION FROM THE SMOKE OF THE FOUR OTHER LEADING CIGARETTES AVERAGED MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS—AND WHAT'S MORE, SUCH IRRITATION LASTED MORE THAN FIVE TIMES AS LONG!

Enjoy PHILIP MORRIS' finer tobaccos . . . with real protection *added*. Line up now—with Johnny!

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